YOUR WORKBOOK / PLAN

Les Brown / Resilience, voice & purposeful action

SALESCOACH PRACTICE

After one disappointing conversation, write a three-line debrief: observed facts, one lesson, and one next action. Then rehearse a 60-second truthful story that helps explain your offer.

AI PROMPT

Act as a neutral sales reflection coach. Using these anonymized notes, separate facts from self-judgment and identify one controllable improvement. Help me outline a truthful 60-second story: situation, action, lesson, and a question for the buyer. Do not impersonate Les Brown, invent personal experiences, or encourage contact after an opt-out.

WHAT TO REVIEW

Track whether you complete the debrief and practice the chosen behavior. Review the quality of conversations over time; motivation is not proof that a sale will happen.

Original SalesCoach exercise and prompt. Independent educational commentary.

Read the lesson: https://salescoach.cc/greats/les-brown

SOURCES

Ohio Statehouse: Leslie C. Brown biography

https://ohiostatehouse.org/museum/george-washington-williams-room/leslie-c-brown

Les Brown: official resources and recorded talks

https://events.lesbrown.com/les-brown-vault

Les Brown: speaking and message development

https://www.lesbrown.com/